

**THE FACTORS INFLUENCING CONSUMER BEHAVIOR IN
USING A FOOD DELIVERY SERVICE VIA MOBILE
APPLICATIONS IN BANGKOK**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
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Thematic paper
entitled
**THE FACTORS INFLUENCING CONSUMER BEHAVIOR IN
USING A FOOD DELIVERY SERVICE VIA MOBILE
APPLICATIONS IN BANGKOK**

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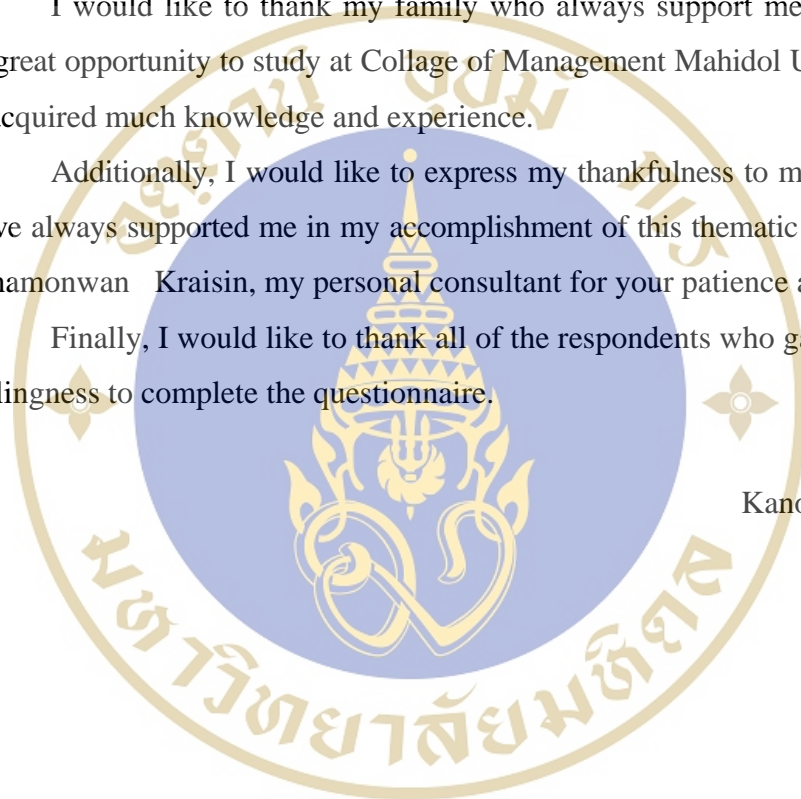
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THE FACTORS INFLUENCING CONSUMER BEHAVIOR IN USING A FOOD DELIVERY SERVICE VIA MOBILE APPLICATIONS IN BANGKOK

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ABSTRACT

With a large and popular growing of online or mobile application of food ordering, this research is conducted to examine the use of food delivery app and consumers behavior. The purpose of this research is to study consumer behavior in using food delivery service via online application in Bangkok and understand the factors influencing on consumer behavior. The research considers only on the marketing mix or the 4Ps and the consumer's personal factors as the factors affect consumer behavior. The research is a quantitative study and use a questionnaire to collect data for analysis. The surveys were distributed through online channels to 100 respondents. The results showed that consumer monthly income, types of accommodations, and the marketing mix impact the consumer decision on using the service. However, the main limitation of this study is period of time. The researcher is able to achieve the research objective, but it may not possible to use the current information for further discussion.

KEY WORDS: Lineman/ Food Delivery Application/ Personal Factors

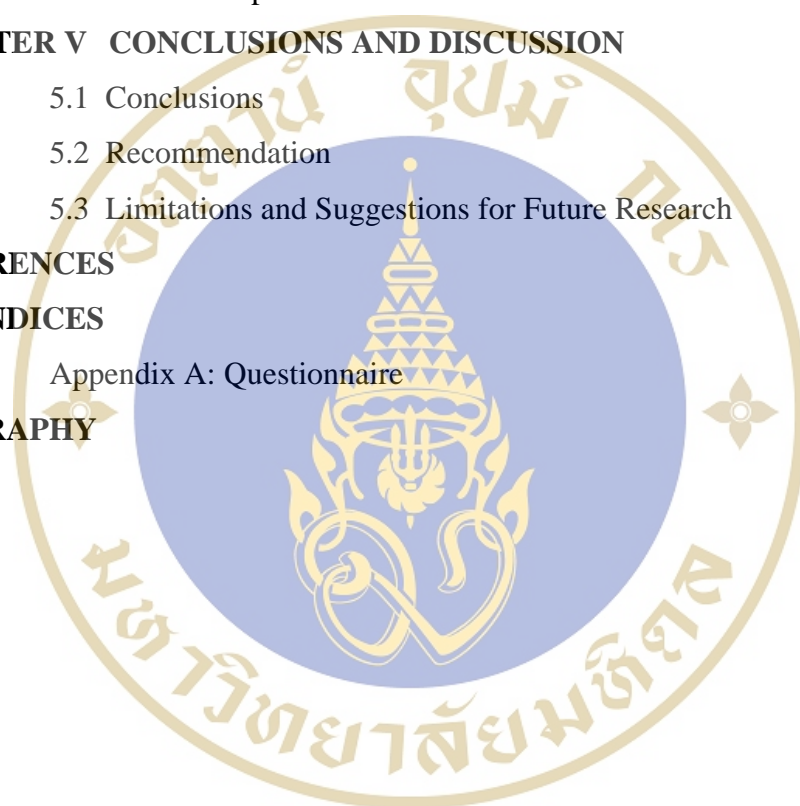
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CHAPTER I

INTRODUCTION

The size of the food delivery market in Thailand is projected to grow rapidly. In the period 2012-2014, online food orders grew by 148%. Tellingly, while only 5% of Thais bought food online in 2012, this figure rose to 12% in 2014. It is believed that, inevitably, this trend will continue, if not accelerate (Chau, 2015). Currently, the e-commerce market is only 3.8 per cent of the total retail industry while online food delivery service is only 4.9 per cent of the total restaurant industry (Nation, 2017).

Since the smartphone become an essential part of the daily living, everyone is able to access the internet. In response to Line, Instagram, Facebook or any online application that becoming popular among Thai people, independent players have found the opportunity to approach their customers through these channels. Therefore, social media is used as important marketing channels.

Nowadays, the food delivery industry is growing very fast in Bangkok. More and more people are choosing to order food via phone and online application and enjoy their dining in the comfort of the consumer's home, office, or to free up time from their hectic schedule. Given the demands of modern life, people often do not have time to cook, do not want to wait, find the car park, and do not want to deal with the notorious Bangkok traffic. People simply want to stay in and enjoy a good meal from the restaurant that they crave. While many have used 1112 of The Pizza Company, 1150 of Pizza Hut and KFC and 1711 of McDonald's delivery services, there are more options available today such as LINEMAN, Food panda, UberEats or Lalamove etc.

Bangkok has witnessed an increasing demand in food delivery services in the last couple of decades. Bangkok people today need do nothing more than pick up their smartphone when they fancy a meal. People simply tap on an app to access restaurants and eateries across genres and price ranges and have their favorite dishes delivered to their door in no time at all. More than 100 restaurants serving local food such as Pad

Thai as well as high-end restaurant and Japanese food, have signed up to partner with food ordering and delivery applications. The apps claims to be user-friendly, allow users to order food through application, browse local restaurants, mark customer current location, check out with a tab and then pay with credit, debit card or cash to delivery man directly.

1.1 Research Question

What are the factors influencing consumer behavior in using a food delivery service via mobile applications in Bangkok?

1.2 Research Objectives

1. To study consumer behavior in using food delivery service via online application in Bangkok.
2. To understand factors influencing on consumer behavior

1.3 Research Scope

The scope of this study is limited to consumers with mobile phones in Bangkok, focusing on the use of food delivery apps. Moreover, the quantitative data will be collected by conducting an online questionnaire with 100 respondents for current users.

1.4 Expected Benefit

This research will show the key factors that influence consumer behavior in using food delivery service applications in Bangkok. In addition, it will help each application brand and the market to gain customer insight on the key factors that influence Thai consumer's decision to use a particular application. Moreover, this research will provide the recommendation to the business.

CHAPTER II

LITERATURE REVIEW

The food delivery service business is undergoing rapid change as new online platforms race to hit the markets and reach customers. Digital technology is reshaping the market. Customers can shop and make food purchases online through application or websites (Hirschberg, Rajko, Schumacher, & Wrulich, 2016).

2.1 Types of Food Delivery Application Online Platforms

There are two types of delivery food service online platforms: “aggregators” and “new delivery” players.

- Aggregators is the original delivery service, simply take orders from customers and route them to restaurants, which handle the delivery themselves. The aggregators will collect customer’s order, which is paid by the restaurant, and the restaurant handles the actual delivery. There is no extra charge. The delivery is free for the consumer. (Hirschberg, Rajko, Schumacher, & Wrulich, 2016)

- New-delivery players build their own logistics networks, application, and provide delivery service from restaurants that do not have delivery service to final destinations (Hirschberg, Rajko, Schumacher, & Wrulich, 2016). Users can compare menus and prices. They can order food from a group of restaurants through a single website or application. Users can order food from any restaurants for their meals that are available from all segments of restaurant markets, such as higher-end restaurants or street food that traditionally did not provide any delivery.

2.2 Food Delivery Businesses in Bangkok

In Thailand, smartphones are increasingly the dominant means of internet access and online activity such as online shopping and hotel booking that make people's lifestyle more convenient. In 2012, Bangkok welcomed the first food delivery application called Food panda. People just tap on an app to search through more than 1,000 food and beverage stores, from local shops, cafes and restaurants. The application, which is available for all smartphone platforms, works on a proximity basis.

2.3 Brands of Food Delivery Services in Bangkok

- Food Panda is the first food delivery service in Thailand that provide food delivery application over 4 years in Bangkok, Chiangmai, Hua Hin and Pattaya. Another convenient process is that customer can pay with either credit card or cash, and the delivery fee is 40 Baht to all locations, with no minimum order (Klangboonkrong, 2017).

- LINEMAN is the most popular delivery service application in Bangkok. It was launched in 2016, Line Man is the first localized O2O (Online to Offline) service in Thailand (Klangboonkrong , 2017). It currently entered into partnership with Lalamove that quickly delivers food from more than 20,000 eateries to destinations in a very short time. Line man also formed a partnership with Wongnai which is the number one street food and restaurant review application. Users can choose from the app's recommended restaurants sorted by distance or popularity, based on Wongnai's database. Delivery fee starts from 55 Baht and charge 50-100 baht between 21.00 hrs -06.59 hours (Boonruang, 2017).

- Wappwapp is an application user can use to shop online, not only for food, but also other categories such as IT&Gadgets, sport product, pets, health beauty and etc. The delivery fee is starting from 80 Baht at the first kilometer and charge 10 Baht more for the next kilometer. In addition, payment is made by credit card, cash and PayPal.

- UberEats is the newest food delivery service application which made its Thai debut in January 2017. UberEATS is currently available in Bangkok's downtown

only, such as Rama9, Asok, China town, Sathorn, Thonglor, and Ekkamai. The delivery fee is starting from 50 Baht and the payment is by credit card only (Klangboonkrong, 2017).

2.4 Food Delivery Apps Make Living in Bangkok Easier

Using food delivery applications in Bangkok is increasing because the lifestyles of people and the environment have changed. Digital technology is one of the main factors that changes consumer behavior in Bangkok and makes people lives more convenient. These days, there are many food and beverage options for consumers to choose from in the capital city of Thailand. However, living in Bangkok is not easy since Bangkok's traffic problem has been getting worse. Therefore, the technology that enables to deliver food from everywhere to customers is perfectly fit to the lifestyle of the people in the city. They do not have to spend hours on the road, do not have to deal with hot weather and crowds at street food vendors (for example, in China Town), and do not have to wait for the long queue at the top-listed restaurants or food stores. Hungry Bangkok people today need to do nothing more than pick up their smartphone and open the application to order and then wait for delivery to their doors. (Klangboonkrong, 2017)

2.5 The Consumer Decision Process



Figure 2.1 The Consumer Decision Process

The above figure shows the consumer decision process by five stages. For example, a customer recognizes their necessity to purchase a product or service, and to make a decision to buy. Before making decision to buy the product or service, they need to seek information and analyze or evaluate alternatives (Johnston, 2016).

2.5.1 Need Recognition

Need Recognition is the first step of the consumer decision process. It is recognition of the need that brings about the buying process. (Johnston, 2016).

2.5.2 Information searching

Information searching is the second step of the process after customer know what they need. Consumers will seek information that help them make purchasing decision. Consumers may rely on print, online media or word of mouth for obtaining information (Johnston, 2016).

2.5.3 Identification

Identification and evaluation of alternatives is the third stage of the buying process. Information collected from different sources is used in evaluating products and services. Consumer evaluates alternatives based on product features, brand perception and other attributes (Johnston, 2016).

2.5.4 Purchase decision

Purchase decision is the stage after the alternatives have been evaluated, when consumers take a decision to purchase specific products and services. Consumer will choose the product or service that resolves their need (Johnston, 2016). In addition, two of the factors that can influence a consumer's decision to purchase a product or use a service is the marketing mix or the 4Ps and personal factors.

2.5.4.1 Impact of 4Ps on Purchasing Decision



Figure 2.2 4Ps

“4Ps” influences customer decision-making. The concept of 4Ps is an input component of the customer decision-making model. This model operates on the premise that external influences serve as a valuable source of information about particular products, thus influencing customers’ product-related values, attitudes and behaviors (Satit, Tat, Rasli, Chin, & Sukati, 2012).

Product: The product is an application that provide delivery service of food, beverage and dessert from everywhere in Bangkok. Consumer can order the food through online application and can select more than one restaurant. The consumer can enjoy variety of food from different food stores that make their lives more convenient. For example, I want to buy dessert at Yaowarat and Pad Thai at Pra tu phree but I do not want to go the restaurants because of traffic and difficult to find car park. The application can help me to order and deliver it to my address.

Place: The application service provides delivery service around the Bangkok area so consumer can order their meal anywhere from food stores in Bangkok and send it everywhere in Bangkok.

Promotion: Each food delivery brand have cooperate with their partner to offer the promotion to customer such as discount of delivery fee for new user or discount for mobile network member.

Price: The application will not charge extra amount on the food price. The users are required to pay only for the delivery fee.

2.6.4.2 Impact of Personal Factors on Purchasing Decision

Personal Factors

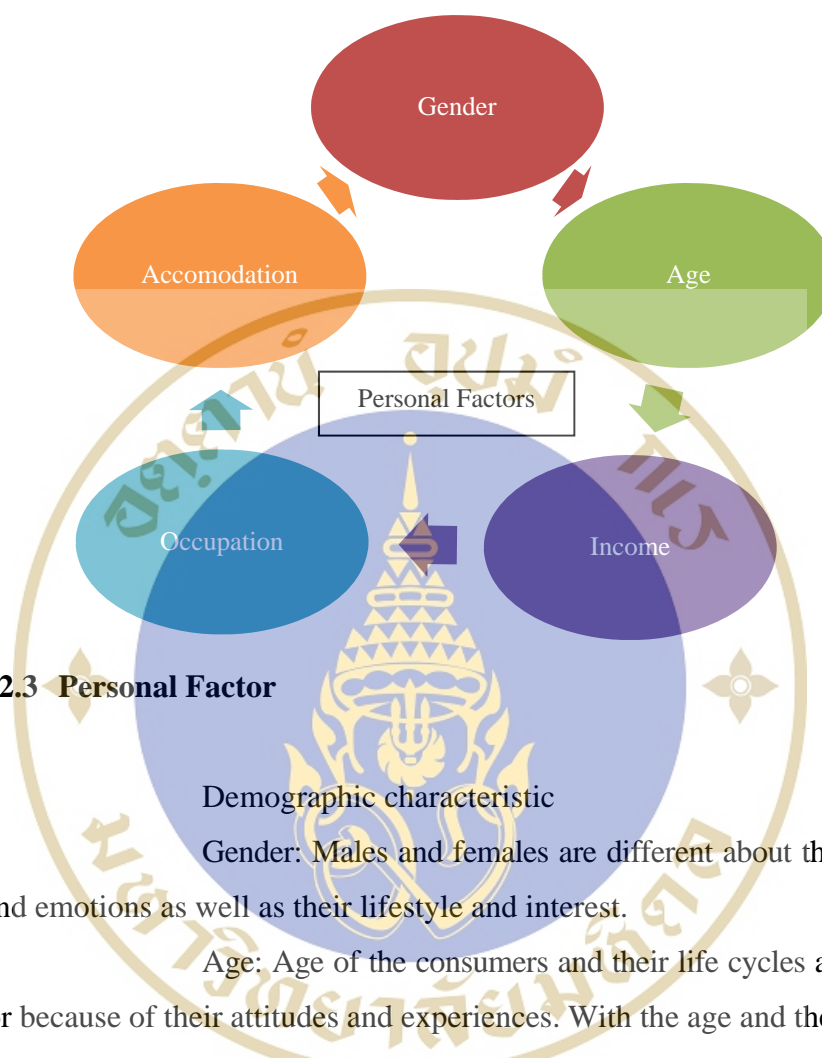


Figure 2.3 Personal Factor

Demographic characteristic

Gender: Males and females are different about thinking process, needs and emotions as well as their lifestyle and interest.

Age: Age of the consumers and their life cycles affect consumer behavior because of their attitudes and experiences. With the age and the life cycle, the consumers want, needs, and choices changes and the motive of purchase changes. Therefore, their decisions of buying products change. People will buy different products in different stages of the life cycle such as children life, teenager life and adult life.

Occupation: The occupation also impact consumer behavior. It has a direct influence on the goods and services a consumer buys. The profession or the occupation of the person has an impact on the products or service they purchase or use.

Income: The income of the person influences to consumer behavior. The income decides the purchasing power of an individual.

Accommodation: The accommodation influences to consumer behavior to decided using the service application include the location or area of living too.

2.5.5 Post-purchase behavior

Post-purchase behavior is the last stage of the process and it is a very important stage. After consumers purchase the product, they may or may not be satisfied with the product. Satisfied consumers will most likely share their good experience and become loyal customers. But, if the product or service do not give satisfaction as expected, they become unsatisfied and have negative attitude towards the brand. The consumers will evaluate the quality and benefits of product after use it and take decision to buy the same regularly, stop buying or change the other brand (Johnston, 2016)



CHAPTER III

RESEARCH METHODOLOGY

3.1 Hypotheses

According to the marketing mix and personal factors, the researcher focus only on demographic characteristic are constructed as follow:

H1: There is significant relationship between gender and age of consumer and marketing mix (product, price, place, promotion) and social influence (word of mouth, product/consumer behavior).

H2: There is significant relationship between occupation of consumer and marketing mix (product, price, place, promotion) and social influence (word of mouth, product/consumer behavior).

H3: There is significant relationship between monthly income of consumer and marketing mix (product, price, place, promotion) and social influence (word of mouth, product/consumer behavior).

3.2 Research Design

This research will explore the factors influencing consumer behavior in using a food delivery service via mobile applications in Bangkok, therefore a quantitative research approach was adopted using an online questionnaire survey with a Likert scale to understand consumer behavior towards the marketing mix or the 4Ps. The respondents' demographic data were collected to study whether their personal factors influence behavior intention to use mobile commerce services. Online questionnaires were sent to potential respondents in Bangkok.

3.3 Data Collection Methodology

3.3.1 Population and Sampling

The online questionnaires are randomly distributed to potential respondents of 100 people who use food service application users in Bangkok. Moreover, the target population of this questionnaire is people who live in Bangkok and use social media in their daily lives.

3.3.2 Data Collection

According to the above, this research will use questionnaires to collect data by using online survey methods, distributed to respondents by using social media. The questionnaire is separated into 5 parts which are introduction, screening questions, general questions, specific questions and demographic questions.

- Introduction will explain about the objective of the survey and the time estimated to complete the questionnaire.
- Screening question will select only the target respondents who have used food delivery applications in Bangkok
- General questions will explore the target behavior, experience of using online food delivery applications.
- Specific questions will explore deeply in the detail of variables of the conceptual framework. This part will ask the respondents about customer's satisfaction of choosing food delivery application
- Demographic questions will collect the background information of the respondents such as gender, age, occupation, income, type of accommodation, marital status.

The response scales used are as follows:

1 = Strongly Disagree, 2 = Disagree, 3= Neutral, 4= Agree 5= Strongly Agree

3.4 Data Analysis

This research will analyze the data by SPSS program. The methods are Cross-tabulation, one way ANOVA, Frequencies analysis and descriptive analysis. For demographic data and consumer behavior of the respondents will analyzed by Frequencies analysis and descriptive analysis. Then, finding out the relationship between variables and nominal data will analyzed by ANOVA. This analysis will help create the modified repurchase between user and application.



CHAPTER IV RESEARCH FINDINGS

4.1 Demographics Results

The demographics of the 100 respondents were as follows

Table 4.1 Gender

Gender	Amount (person)	Percentage
Male	27	27%
Female	73	73%
Total	100	100%

Table 4.2 Age

Age	Amount (person)	Percentage
20 years or below	5	5%
21-29 Years	80	80%
30-39 Years	13	13%
40 Years or higher	2	2%
Total	100	100%

Table 4.3 Status

Status	Amount (person)	Percentage
Single	91	91%
Married	8	8%
Total	100	100%

Table 4.4 Occupation

Occupation	Amount (person)	Percentage
Office worker	53	53%
Business owner	19	19%
Freelancer	11	11%
Government officer	5	5%
Housewife	3	3%
Student	8	8%
Others	1	1%
Total	100	100%

Table 4.5 Monthly Income

Salary	Amount (person)	Percentage
20,000 or below	25	25%
20,001 - 40,000	54	54%
40,001 - 60,000	12	12%
60,001 or higher	9	9%
Total	100	100%

Table 4.6 Type of Accommodation

Type of accommodation	Amount (person)	Percentage
Single-Family house	57	57%
Townhouse	18	18%
Apartment/Dorm/ Condominium	25	25%
Total	100	100%

As shown above, according to researcher random sampling, the total number of participants in this study is 100. Most of the respondents are female, 73 persons, which is %73 of the total respondents, while the remaining 27 respondents (27%) are males. Moreover, the most of the respondents are between 21 to 29 years old, 80 persons out of 100 respondents, and most of all respondents is single (91%). There are 53% respondents out of the total 100 respondents or 53% are office workers.

In addition, the most frequent type accommodation of respondents is a single family house, for 57% out of the total respondents. Moreover, there are respondents that stay in apartment which 25% and 18% of respondents who live in a townhouse.

4.2 General View on Using Food Delivery Online Application in Bangkok

Table 4.7 Which meals you prefer to order using Food delivery applications?

Meal	Amount (person)	Percentage
Breakfast	7	7%
Lunch	42	42%
Dinner	46	46%
Others	5	5%
Total	100	100%

Table 4.8 How often do you use a Food delivery application?

Frequency	Amount (person)	Percentage
Everyday	1	1%
5-6 times per week	4	4%
3-4 times per week	5	5%
1-2 times per week	13	13%
2-3 times per month	31	31%
1 time per month	46	46%
Total	100	100%

From the findings, it demonstrated that half of the respondents 46% use food delivery application to order their meal for dinner. The most will use application to order the food for 1 time per month average 46% out of the total respondents and 31% for 2-3 times per month.

Table 4.9 Reason of your using Food Delivery Application

Reasons	Amount (person)	Percentage
Don't have time to go buy food myself	53	22.7%
To avoid the traffic	61	26.2%
Difficult to find parking	36	15.5%
Hot weather	22	9.4%
Can order from more than 1 restaurant	17	7.3%
Avoid waiting in line in the restaurant	32	13.7%
Can check the location of the delivery man with the app	5	2.1%
Others	7	3%
Total	233	100%

Table 4.10 Favorite application to order food

Favorite application	Amount (person)	Percentage
Lineman	66	66%
Food Panda	26	26%
UberEates	6	6%
Others	2	2%
Total	100	100%

Table 4.11 Amount of money to spend per time

Amount of money	Amount (person)	Percentage
Less than 100 Baht	3	3%
101 - 300 Baht	23	23%
301 – 500 Baht	31	31%
501 – 800 Baht	24	24%
800 –1000 Baht	14	14%
More than 1000 Baht	5	5%
Total	100	100%

Table 4.12 Problem of Service Application

Problem	Amount (person)	Percentage
Delivery fee is too expensive	62	37.8%
Difficult to find delivery man	41	25%
Long waiting time for food delivery	28	17.1%
Delivered the wrong food	11	6.7%
Limit price to order (LINEMAN: customer can order 1000Baht/time)	9	5.5%
Wrong delivery time estimate	8	4.9%
Other	5	3%
Total	164	100%

Table 4.13 The channel that have influence to consumer behavior

Channel	Amount (person)	Percentage
Official website	10	10%
Social media	46	46%
Friend/Family	25	25%
Word of mouth	19	19%
Total	100	100%

According to tables, the most favorite food delivery application is Lineman which is 66% and average of spend money per time is 301-500 Baht which is 31% of total respondents. For the reason of using application because of avoid the traffic which is 61% and 53% of don't have time to go buy food myself. But the service still have problems, 37.8% said delivery fee is very expensive. In addition, it could be concluded that the channel that has the strongest influence to consumer behavior is social media such as Facebook and Instagram which is 46% out of 100%.

Table 4.14 Summarize Mean and Standard Deviation of Each Survey Question
Descriptive Statistics

Question	N	Minimum	Maximum	Mean	Std. Deviation
Have you ever used food delivery mobile applications in Bangkok?	100	1	1	1.00	.000
1) Which meal you prefer to order using Food delivery applications?	100	1	4	2.49	.703
2) How often do you use a Food delivery application?	100	1	6	5.07	1.148
3) What is your favorite application to order food?	100	1	4	1.44	.701
4) How much money do you spend on average when using the food delivery application per time? (not including delivery fee)	100	1	6	3.38	1.213
5) Which channel could influence you to use a Food delivery mobile application the most?	100	1	4	2.53	.915
Product Q1) I get the food that I order correctly	100	1	5	3.65	.978
Product Q2)I feel the application is easy to use for ordering the food	100	1	5	3.92	.950
Product Q3) I am satisfied that delivery man calls me to confirm my order	100	1	5	3.95	.999
Product Q4)t I can check the delivery man's location online to estimate the delivery time	100	1	5	3.90	.969

Table 4.14 Summarize Mean and Standard Deviation of Each Survey Question
Descriptive Statistics (cont.)

Question	N	Minimum	Maximum	Mean	Std. Deviation
Product Q5) The online delivery is not convenient when ordering for a single person, due to minimum order amount	100	1	5	3.88	1.047
Product Q6) The delivery man provides a good service app has a wide choice of restaurants and food available	100	1	5	3.88	.998
Product Q7) The waiting time for delivery is too long	100	1	5	3.34	1.047
Price Q8) I feel the delivery fee is too expensive	100	1	5	3.49	1.115
Price Q9) I feel happy that the application does not have a food delivery charge	100	1	5	3.85	1.104
Place Q10) Sometime, it's hard to find a delivery man to send the order from Bangkok downtown restaurant to a Bangkok urban destination.	100	1	5	3.79	1.085
Place Q11) I feel that my life is more convenient when I use the online food ordering application.	100	1	5	3.86	1.015
Place Q12) The waiting time for delivery to my accommodation is quick	100	1	5	3.49	1.049
Promotion Q13) I feel satisfied when I get discount for current users	100	1	5	3.91	1.036

Table 4.14 Summarize Mean and Standard Deviation of Each Survey Question
Descriptive Statistics (cont.)

Question	N	Minimum	Maximum	Mean	Std. Deviation
Promotion Q14) I think the promotions offered are not sufficient	100	1	5	3.38	.951
Promotion Q15) Promotions and discounts are important to me when ordering food online	100	1	5	3.89	1.072
Reviews Q16) The app provides online reviews of the restaurants and food vendors	100	1	5	3.71	.998
Reviews Q17) Online reviews are important to me when ordering food through the online app	100	1	5	3.79	1.057
Reviews Q18) Recommendations by friends and family are important to me when ordering food through the online app	100	1	5	3.75	1.038
Gender	100	1	2	1.73	.446
Age	100	1	4	2.12	.498
Status	100	1	2	1.09	.288
Occupation	100	1	7	2.14	1.627
5Monthly Income (THB)	100	1	4	2.05	.857
Type of accommodation	100	1	3	1.68	.851

4.3 Relationship between 4P and Consumer Characteristic

Table 4.15 Gender influencing marketing mix motivations

Anova		
4P	Question	Sig.
Product	(Q1) I get the food that I order correctly	.430
	(Q2) I feel the application is easy to use for ordering the food	.665
	(Q3) I am satisfied that delivery man calls me to confirm my order	.765
	(Q4) I can check the delivery man's location online to estimate the delivery time	.695
	(Q5) The online delivery is not convenient when ordering for a single person, due to minimum order amount	.791
	(Q6) The delivery man provides a good service app has a wide choice of restaurants and food available	.102
	(Q7) The waiting time for delivery is too long	.143
Price	(Q8) I feel the delivery fee is too expensive	.805
	(Q9) I feel happy that the application does not have a food delivery charge	.693
Place	(Q10) Sometime, it's hard to find a delivery man to send the order from Bangkok downtown restaurant to a Bangkok urban destination.	.890
	(Q11) I feel that my life is more convenient when I use the online food ordering application.	.788
	(Q12) The waiting time for delivery to my accommodation is quick	.555
Promotion	(Q13) I feel satisfied when I get discount for current users	.902
	(Q14) I think the promotions offered are not sufficient	.862
	(Q15) Promotions and discounts are important to me when ordering food online	.092

Table 4.15 Gender influencing marketing mix motivations (cont.)

Anova		
4P	Question	Sig.
Reviews	(Q16) The app provides online reviews of the restaurants and food vendors	.682
	(Q17) Online reviews are important to me when ordering food through the online app	.572
	(Q18) Recommendations by friends and family are important to me when ordering food through the online app	.957

According to the table, For H1, I predicted a significant relationship between gender and age of consumer and marketing mix (product, price, place, promotion) and social influence (word of mouth, product/consumer behavior). The results show gender has no impact to 4P because sig is more than 0.05

Table 4.16 Age Influencing Marketing Mix Motivations

Anova		
4P	Question	Sig.
Product	(Q1) I get the food that I order correctly	.382
	(Q2) I feel the application is easy to use for ordering the food	.868
	(Q3) I am satisfied that delivery man calls me to confirm my order	.644
	(Q4) I can check the delivery man's location online to estimate the delivery time	.310
	(Q5) The online delivery is not convenient when ordering for a single person, due to minimum order amount	.853
	(Q6) The delivery man provides a good service app has a wide choice of restaurants and food available	.950
	(Q7) The waiting time for delivery is too long	.889

Table 4.16 Age Influencing Marketing Mix Motivations (cont.)

Anova		
4P	Question	Sig.
Price	(Q8) I feel the delivery fee is too expensive	.421
	(Q9) I feel happy that the application does not have a food delivery charge	.979
Place	(Q10) Sometime, it's hard to find a delivery man to send the order from Bangkok downtown restaurant to a Bangkok urban destination.	.815
	(Q11) I feel that my life is more convenient when I use the online food ordering application.	.619
	(Q12) The waiting time for delivery to my accommodation is quick	.729
Promotion	(Q13) I feel satisfied when I get discount for current users	.902
	(Q14) I think the promotions offered are not sufficient	.862
	(Q15) Promotions and discounts are important to me when ordering food online	.092
Reviews	(Q16) The app provides online reviews of the restaurants and food vendors	.639
	(Q17) Online reviews are important to me when ordering food through the online app	.942
	(Q18) Recommendations by friends and family are important to me when ordering food through the online app	.313

According to the table, For H1, I predicted a significant relationship between gender and age of consumer and marketing mix (product, price, place, promotion) and social influence (word of mouth, product/consumer behavior). The results show age has no impact to 4P because sig is more than 0.05.

Table 4.17 Occupation influencing marketing mix motivations

Anova		
4P	Question	Sig.
Product	(Q1) I get the food that I order correctly	.806
	(Q2) I feel the application is easy to use for ordering the food	.942
	(Q3) I am satisfied that delivery man calls me to confirm my order	.586
	(Q4) I can check the delivery man's location online to estimate the delivery time	.825
	(Q5) The online delivery is not convenient when ordering for a single person, due to minimum order amount	.748
	(Q6) The delivery man provides a good service app has a wide choice of restaurants and food available	.805
	(Q7) The waiting time for delivery is too long	.557
Price	(Q8) I feel the delivery fee is too expensive	.266
	(Q9) I feel happy that the application does not have a food delivery charge	.507
Place	(Q10) Sometime, it's hard to find a delivery man to send the order from Bangkok downtown restaurant to a Bangkok urban destination.	.637
	(Q11) I feel that my life is more convenient when I use the online food ordering application.	.888
	(Q12) The waiting time for delivery to my accommodation is quick	.888
Promotion	(Q13) I feel satisfied when I get discount for current users	.398
	(Q14) I think the promotions offered are not sufficient	.900
	(Q15) Promotions and discounts are important to me when ordering food online	.784

Table 4.17 Occupation influencing marketing mix motivations (cont.)

Anova		
4P	Question	Sig.
Reviews	(Q16) The app provides online reviews of the restaurants and food vendors	.996
	(Q17) Online reviews are important to me when ordering food through the online app	.818
	(Q18) Recommendations by friends and family are important to me when ordering food through the online app	.630

According to the table, For H2, I predicted that significant relationship between occupation of consumer and marketing mix (product, price, place, promotion) and social influence (word of mouth, product/consumer behavior). The results occupation has no impact to 4P because sig is more than 0.05

Table 4.18 Monthly income and marketing mix elements

Anova		
4P	Question	Sig.
Product	(Q1) I get the food that I order correctly	.052
	(Q2) I feel the application is easy to use for ordering the food	.255
	(Q3) I am satisfied that delivery man calls me to confirm my order	.646
	(Q4) I can check the delivery man's location online to estimate the delivery time	.014
	(Q5) The online delivery is not convenient when ordering for a single person, due to minimum order amount	.197
	(Q6) The delivery man provides a good service app has a wide choice of restaurants and food available	.391
	(Q7) The waiting time for delivery is too long	.222

Table 4.18 Monthly income and marketing mix elements (cont.)

Anova		
4P	Question	Sig.
Price	(Q8) I feel the delivery fee is too expensive	.224
	(Q9) I feel happy that the application does not have a food delivery charge	.710
Place	(Q10) Sometime, it's hard to find a delivery man to send the order from Bangkok downtown restaurant to a Bangkok urban destination.	.441
	(Q11) I feel that my life is more convenient when I use the online food ordering application.	.352
	(Q12) The waiting time for delivery to my accommodation is quick	.396
Promotion	(Q13) I feel satisfied when I get discount for current users	.514
	(Q14) I think the promotions offered are not sufficient	.466
	(Q15) Promotions and discounts are important to me when ordering food online	.833
Reviews	(Q16) The app provides online reviews of the restaurants and food vendors	.542
	(Q17) Online reviews are important to me when ordering food through the online app	.658
	(Q18) Recommendations by friends and family are important to me when ordering food through the online app	.324

According to the table, For H3, I predicted that significant relationship between monthly income of consumer and marketing mix (product, price, place, promotion) and social influence (word of mouth, product/consumer behavior). The results show income has no impact to 4P because sig is less than 0.05 for nearly all questions.

Table 4.19 Type of accommodation influencing to marketing mix

Anova		
4P	Question	Sig.
Product	(Q1) I get the food that I order correctly	.316
	(Q2) I feel the application is easy to use for ordering the food	.123
	(Q3) I am satisfied that delivery man calls me to confirm my order	.114
	(Q4) I can check the delivery man's location online to estimate the delivery time	.551
	(Q5) The online delivery is not convenient when ordering for a single person, due to minimum order amount	.210
	(Q6) The delivery man provides a good service app has a wide choice of restaurants and food available	.024
	(Q7) The waiting time for delivery is too long	
Price	(Q8) I feel the delivery fee is too expensive	.039
	(Q9) I feel happy that the application does not have a food delivery charge	.168
Place	(Q10) Sometime, it's hard to find a delivery man to send the order from Bangkok downtown restaurant to a Bangkok urban destination.	.170
	(Q11) I feel that my life is more convenient when I use the online food ordering application.	.174
	(Q12) The waiting time for delivery to my accommodation is quick	.155
Promotion	(Q13) I feel satisfied when I get discount for current users	.226
	(Q14) I think the promotions offered are not sufficient	.254
	(Q15) Promotions and discounts are important to me when ordering food online	.098

Table 4.19 Type of accommodation influencing to marketing mix (cont.)

Anova		
4P	Question	Sig.
Reviews	(Q16) The app provides online reviews of the restaurants and food vendors	.159
	(Q17) Online reviews are important to me when ordering food through the online app	.025
	(Q18) Recommendations by friends and family are important to me when ordering food through the online app	.165

Table 4.20 Type of accommodation to impact 4P

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
product I get the food that I order correctly	Single-Family House	57	3.54	.965	.128	3.29	3.80	1	5
	Townhouse	18	3.94	.998	.235	3.45	4.44	2	5
	Condominium/Apartment	25	3.68	.988	.198	3.27	4.09	2	5
	Total	100	3.65	.978	.098	3.46	3.84	1	5
product I feel the application is easy to use for ordering the food	Single-Family House	57	3.84	1.049	.139	3.56	4.12	1	5
	Townhouse	18	4.33	.594	.140	4.04	4.63	3	5
	Condominium/Apartment	25	3.80	.866	.173	3.44	4.16	2	5
	Total	100	3.92	.950	.095	3.73	4.11	1	5
product I am satisfied that delivery man calls me to confirm my order	Single-Family House	57	3.79	1.098	.145	3.50	4.08	1	5
	Townhouse	18	4.33	.767	.181	3.95	4.71	3	5
	Condominium/Apartment	25	4.04	.841	.168	3.69	4.39	2	5
	Total	100	3.95	.999	.100	3.75	4.15	1	5
product I can check the delivery man's location online to estimate the delivery time	Single-Family House	57	3.82	1.088	.144	3.54	4.11	1	5
	Townhouse	18	4.11	.676	.159	3.77	4.45	3	5
	Condominium/Apartment	25	3.92	.862	.172	3.56	4.28	2	5
	Total	100	3.90	.969	.097	3.71	4.09	1	5
product The online delivery is not convenient when ordering for a single person, due to minimum order amount	Single-Family House	57	3.74	1.126	.149	3.44	4.04	1	5
	Townhouse	18	4.22	.647	.152	3.90	4.54	3	5
	Condominium/Apartment	25	3.96	1.060	.212	3.52	4.40	2	5
	Total	100	3.88	1.047	.105	3.67	4.09	1	5
product The delivery man provides a good service app has a wide choice of restaurants and food available	Single-Family House	57	3.65	1.110	.147	3.35	3.94	1	5
	Townhouse	18	4.28	.752	.177	3.90	4.65	3	5
	Condominium/Apartment	25	4.12	.726	.145	3.82	4.42	3	5
	Total	100	3.88	.998	.100	3.68	4.08	1	5

Table 4.20 Type of accommodation to impact 4P (cont.)

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
product The waiting time for delivery is too long	Single-Family House	57	3.19	1.093	.145	2.90	3.48	1	5
	Townhouse	18	3.50	.707	.167	3.15	3.85	2	5
	Condominium/Apartment	25	3.56	1.121	.224	3.10	4.02	1	5
	Total	100	3.34	1.047	.105	3.13	3.55	1	5
price I feel the delivery fee is too expensive	Single-Family House	57	3.25	1.214	.161	2.92	3.57	1	5
	Townhouse	18	3.78	.878	.207	3.34	4.21	2	5
	Condominium/Apartment	25	3.84	.898	.180	3.47	4.21	2	5
	Total	100	3.49	1.115	.111	3.27	3.71	1	5
price I feel happy that the application does not have a food delivery charge	Single-Family House	57	3.68	1.183	.157	3.37	4.00	1	5
	Townhouse	18	4.22	.943	.222	3.75	4.69	2	5
	Condominium/Apartment	25	3.96	.978	.196	3.56	4.36	2	5
	Total	100	3.85	1.104	.110	3.63	4.07	1	5
place Sometime, it's hard to find a delivery man to send the order from Bangkok downtown restaurant to a Bangkok urban destination.	Single-Family House	57	3.63	1.205	.160	3.31	3.95	1	5
	Townhouse	18	4.17	.924	.218	3.71	4.63	3	5
	Condominium/Apartment	25	3.88	.833	.167	3.54	4.22	2	5
	Total	100	3.79	1.085	.109	3.57	4.01	1	5
place I feel that my life is more convenient when I use the online food ordering application.	Single-Family House	57	3.70	1.085	.144	3.41	3.99	1	5
	Townhouse	18	4.17	.985	.232	3.68	4.66	2	5
	Condominium/Apartment	25	4.00	.816	.163	3.66	4.34	2	5
	Total	100	3.95	1.027	.102	3.75	4.15	1	5
Reviews Online reviews are important to me when ordering food through the online app	Single-Family House	57	3.54	1.211	.160	3.22	3.87	1	5
	Townhouse	18	4.17	.786	.185	3.78	4.56	3	5
	Condominium/Apartment	25	4.08	.640	.128	3.82	4.34	3	5
	Total	100	3.79	1.057	.106	3.58	4.00	1	5
Reviews Recommendations by friends and family are important to me when ordering food through the online app	Single-Family House	57	3.58	1.164	.154	3.27	3.89	1	5
	Townhouse	18	4.00	.907	.214	3.55	4.45	2	5
	Condominium/Apartment	25	3.96	.735	.147	3.66	4.26	2	5
	Total	100	3.75	1.038	.104	3.54	3.96	1	5
promotion I feel satisfied when I get discount for current users	Single-Family House	57	3.75	1.123	.149	3.46	4.05	1	5
	Townhouse	18	4.11	.676	.159	3.77	4.45	3	5
	Condominium/Apartment	25	4.12	1.013	.203	3.70	4.54	1	5
	Total	100	3.91	1.036	.104	3.70	4.12	1	5
promotion I think the promotions offered are not sufficient	Single-Family House	57	3.25	.950	.126	2.99	3.50	1	5
	Townhouse	18	3.50	.857	.202	3.07	3.93	2	5
	Condominium/Apartment	25	3.60	1.000	.200	3.19	4.01	1	5
	Total	100	3.38	.951	.095	3.19	3.57	1	5
Promotions and discounts are important to me when ordering food online	Single-Family House	57	3.72	1.221	.162	3.40	4.04	1	5
	Townhouse	18	4.33	.686	.162	3.99	4.67	3	5
	Condominium/Apartment	25	3.96	.841	.168	3.61	4.31	2	5
	Total	100	3.89	1.072	.107	3.68	4.10	1	5
Reviews The app provides online reviews of the restaurants and food vendors	Single-Family House	57	3.54	1.103	.146	3.25	3.84	1	5
	Townhouse	18	3.94	.725	.171	3.58	4.31	3	5
	Condominium/Apartment	25	3.92	.862	.172	3.56	4.28	2	5
	Total	100	3.71	.998	.100	3.51	3.91	1	5

According to the table, type of accommodation has impact to 4P because sig is less than 0.05 for two questions.

Table 4.21 Find Relationship between Buy Frequency and Monthly Income

			How often do you use a Food delivery application?					Total	
			everyday	5-6 times per week	3-4 times per week	1-2 times per week	2-3 times per month		1 time per month
Monthly Income (THB)	20,000฿ or below	Count	1	1	0	1	8	14	25
		% within Monthly Income (THB)	4.0%	4.0%	0.0%	4.0%	32.0%	56.0%	100.0%
		% within How often do you use a Food delivery application?	100.0%	25.0%	0.0%	7.7%	25.8%	30.4%	25.0%
	20,001฿ - 40,000฿	Count	0	3	3	8	15	25	54
		% within Monthly Income (THB)	0.0%	5.6%	5.6%	14.8%	27.8%	46.3%	100.0%
		% within How often do you use a Food delivery application?	0.0%	75.0%	60.0%	61.5%	48.4%	54.3%	54.0%
	40,001฿ - 60,000฿	Count	0	0	2	2	3	5	12
		% within Monthly Income (THB)	0.0%	0.0%	16.7%	16.7%	25.0%	41.7%	100.0%
		% within How often do you use a Food delivery application?	0.0%	0.0%	40.0%	15.4%	9.7%	10.9%	12.0%
60,001฿ or higher	Count	0	0	0	2	5	2	9	
	% within Monthly Income (THB)	0.0%	0.0%	0.0%	22.2%	55.6%	22.2%	100.0%	
	% within How often do you use a Food delivery application?	0.0%	0.0%	0.0%	15.4%	16.1%	4.3%	9.0%	
Total		Count	1	4	5	13	31	46	100
		% within Monthly Income (THB)	1.0%	4.0%	5.0%	13.0%	31.0%	46.0%	100.0%
		% within How often do you use a Food delivery application?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.22 Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.353 ^a	15	.426
Likelihood Ratio	16.752	15	.334
Linear-by-Linear Association	.563	1	.453
N of Valid Cases	100		

a. 18 cells (75.0%) have expected count less than 5. The minimum expected count is .09.

According to the table, this result above needs interpretation/conclusion: no relation.

CHAPTER V

CONCLUSIONS AND DISCUSSION

5.1 Conclusions

Food delivery applications are currently expanding choices and convenience for the people who live in Bangkok, a crowded and busy city of Thailand. The apps allow consumers to order from many different food categories and restaurants only with a fingertip and a smartphone. Moreover, customers brought to food delivery apps have different reasons and needs. Therefore, the aim of this study is to study consumer behavior in using food delivery service via online application in Bangkok.

The researcher considers marketing mix and personal factors as an important role in attracting consumer to use food delivery apps. Moreover, the researcher found that consumer's monthly income impact and product affect consumer behavior. Consumers are willing to use the application since they are able to check the location of the delivery man in order to estimate the time that the food arrive. In addition, accommodation types where consumers live along with the product, price, and social influence affect consumer behavior since they are satisfied with the app that provide variety choices of restaurant. However, the consumer are beware of the delivery fee. The delivery fees depends on the distance between pickup and drop-off location. In addition, in these days, customers tend to trust online reviews and recommendations as well as in food delivery app. Customers feel that product or service reviews from experienced customers are important.

All things considered, the consumers mostly order the food by using delivery app for their dinner since normally in the week day. Everybody knows that traffic is very heavy in Bangkok throughout the day but it is worst during the evening rush hours (17.00 – 19.30), so people do not want to spend time on the roads or some of them might not want to get out again because they have been out all day ready (working, shopping, etc.). Moreover, the most famous food delivery app is Lineman. This might be because it is operated by the same company as the popular LINE messaging app. However, the delivery fee still is considered to be expensive it depends on how far the destination is.

They are willing to spend for food total amount of not more than five hundred baht per time. In addition, most of them are attracted and interested in using such application by seeing from social media.

5.2 Recommendation

Most respondent are between 22-29 years old who have experience in using food delivery application said delivery fee is very expensive if the application company want to keep this target of customer the company should find the way to reduce the delivery fee. Another recommendation is to invest more in online ads to increase brand awareness because most of respondents get the information and brand exposure through social media. In part of application, it should develop the application to have more accurate time estimate and variety of restaurant choice according to the research results.

5.3 Limitations and Suggestions for Future Research

The limitation of the research are time-constraints and sampling:

Time-constraints: The limited time to study on this researcher is only 6 weeks. Collecting the data and to gain accuracy from analysis involves considerable time. Due to the limited period of time, the researcher was not able to gather as much information for this research as possible.

Sampling: The sample size of this research was only 100 participants. This research used simple statistics to analyze the data, due to time constraints. And for the results, there are many insignificant outcomes of the hypothesis tests, potentially due to the small sample size.

For the future research should collect more data with larger sample size and setting a quota of respondents for each brand of food delivery application in order to precisely interpret consumers' behavior

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Appendix A: Questionnaire

Part 1: Introduction

The topic of this survey is “the factors influencing consumer behavior in using a food delivery service via mobile applications in Bangkok”. This questionnaire will take about 5-7 minutes. It is a part of my research at College of Management, Mahidol University (CMMU). Thank you for your time on this questionnaire.

Part 2: Screening question

- 1) Have you ever used food delivery mobile applications in Bangkok? (for example, Lineman, Foodpanda, etc.)
 - Yes (Please continue to Part3)
 - No (Thank you for your time)

Part 3: General questions

- 1) Do you usually prefer to order using Food delivery applications?
 - Breakfast
 - Lunch
 - Dinner
 - Others (Please specify.....)
- 2) How often do you use a Food delivery application?
 - Everyday
 - 5-6 times per week
 - 3-4 times per week
 - 1-2 times per week
 - 2-3 times per month
 - 1 time per month
- 3) Please specify the reason of your using Food delivery application
 - Don't have time to go buy food myself
 - To avoid the traffic

- Difficult to find parking
 - Hot weather
 - Can order from more than 1 restaurant
 - Avoid waiting in line in the restaurant
 - Can check the location of the delivery man with the app
 - Others, Please specify.....
- 4) Please specify the application's that you often use to order food.
- Line Man
 - Food Panda
 - UberEats
 - Wappwapp
 - Others Please specify.....
- 5) What is your favorite application to order food? [select only one]
- Line Man
 - Food Panda
 - UberEats
 - Others Please specify.....
- 6) How much money do you spend on average when using the food delivery application per time? (not including delivery fee)
- less than 100 Baht
 - 101 - 300 Baht
 - 301 – 500 Baht
 - 501 – 800 Baht
 - 800 –1000 Baht
 - More than 1000 Baht
- 7) What kind of problems do you encounter when using the food delivery application?
More than one answer is allowed
- Delivery fee is too expensive
 - Difficult to find delivery man
 - Long waiting time for food delivery
 - Delivered the wrong food

- Limit budget to order (Lineman: customer can order 1000Baht/time)
- Wrong delivery time estimate
- Other, please specify _____

8) Which channel could influence you to use a Food delivery mobile application the most?

- Official website
- Social media (Facebook Fan page/Instagram/Twitter/Youtube)
- Friends/Family
- Word of mouth
- Other, please specify _____

Part 4: Specific questions

Please rate each statement on the extent to which you agree about the factors influencing your decision to use a food delivery service application in Bangkok on the scale below:

1 = Strongly Disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree

Please indicate to what extent you agree or disagree with each of the following statement	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Product					
I get the food that I order correctly					
I feel the application is easy to use for ordering the food					
I am satisfied that delivery man calls me to confirm my order					
I can check the delivery man's location online to estimate the delivery time					
The online delivery is not convenient when ordering for a single person, due to minimum order amount					

Please indicate to what extent you agree or disagree with each of the following statement	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
The delivery man provides a good service app has a wide choice of restaurants and food available					
The waiting time for delivery is too long					
Price					
I feel the delivery fee is too expensive					
I feel happy that the application does not have a food delivery charge					
Place					
Sometime, it's hard to find a delivery man to send the order from Bangkok downtown restaurant to a Bangkok urban destination.					
I feel that my life is more convenient when I use the online food ordering application.					
The waiting time for delivery to my accommodation is quick					
Promotion					
I feel satisfied when I get discount for current users					
I think the promotions offered are not sufficient					
Promotions and discounts are important to me when ordering food online					

Please indicate to what extent you agree or disagree with each of the following statement	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Reviews					
The app provides online reviews of the restaurants and food vendors					
Online reviews are important to me when ordering food through the online app					
Recommendations by friends and family are important to me when ordering food through the online app					

Part5: Demographic questions

1) Gender

- Male
 Female

2) Age

- 20 years or below
 21-29 Years
 30-39 Years
 40 Years or higher

3) Status

- Single
 Married
 Divorced

4) Occupation

- Office worker
- Business owner
- Freelancer
- Government officer
- Housewife
- Student
- Others (Please specify.....)

5) Monthly Income

- 20,000 ฿ or below
- 20,001฿ - 40,000฿
- 40,001฿ - 60,000฿
- 60,001฿ or higher

6) Type of accommodation

- Single-Family House
- Townhouse
- Condominium/Apartment
- Others (Please specify.....)

7) District of Accommodation เขตที่อยู่อาศัย

Please specify.....

